INVESTIGATING THE IMPACT OF ADVANCED E-MARKETING STRATEGIES ON ENHANCING CONSUMER BRAND LOYALTY IN RIYADH'S COMPETITIVE RETAIL MARKET, SAUDI ARABIA

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ABSTRACT

The purpose of this study is to investigate the effect of using advanced e marketing strategies to increase consumer brand loyalty in Riyadh competition retail market with emphasis on understanding those strategies that efficiently and effectively build consumer loyalty and trust.

Data was collected from retail consumers of Riyadh using structured questionnaire as a quantitative research approach. The sample size of the study is 200 particiapnts. In order to assess the relationship between brand loyalty, content personalization, customer trust, email marketing, online customer engagement, and social media marketing, structural equation modeling (SEM) was used.

The results indicate that customer trust significant impact and it drives both customer loyalty and mediates the effects of email marketing, online customer engagement, and social media marketing. The study find that content personalization had an insignificant effect on either brand loyalty or customer trust, perhaps revealing an expectation difference between other markets and Riyadh. Analysis showed online customer engagement as well as social media marketing can positively impact brand loyalty, indicating the efficacy in the use of the engagement-based marketing.

This study shows that trust and engagement oriented, e-marketing strategies, targeted to cultural and market specific preferences, could make a difference in how retail businesses are able to build consumer loyalty, in Riyadh.

Keywords: Social Media Marketing, Brand Loyalty, Customer Trust, Content Personalization, Email Marketing, Online Customer Engagement Abstract

1. Introduction

Saudi Arabia's retail market has experienced extraordinary development and alteration over the earlier decade, propelled by fast growth, shifting consumer preferences, and technological advancements (Alflayyeh et al., 2020). The capital and an important centre for marketing competition is Riyadh, which presents a lively scenery for businesses determined to address and remember client loyalty (Klingmann, 2021). In this situation, progressive e-marketing tactics have developed vital tools for improving customer engagement and developing long-term dealings (Behera et al., 2024). The growing diffusion of the internet and extensive social media practice in Saudi Arabia has made sellers accept digital promotion strategies like online customer engagement, email marketing, social media marketing, and content personalization to obtain a modest advantage (Algumzi, 2022). These strategies redesign businesses to connect with clients and redefine the metrics for product faithfulness.

Habitually, product loyalty was developed through face-to-face communications and constant quality of the product (Bae & Jeon, 2022). Moreover, today's customers demand modified and unified working knowledge even with their favourites and standards (Rane et al., 2023). Moreover, to meet these potentials, businesses are deeply capitalizing on numerical tools and stand to generate stronger influences with their viewers (Ansong & Boateng, 2019). For instance, social media advertising allows direct interactions, allowing industries to grow attractive content that improves product consciousness and loyalty (Ebrahim, 2020). Additionally, content personalization, motorized through data analytics, permits retailers to bring personalized advertising letters, enhancing client approval (Rane, 2023). Though more conservative, email advertising remains to preserve client relations over regular information and advancements (Morokhova et al., 2023). Moreover, online client

appointment through collaborating apps, chatbots and websites provides 24/7 contacts, improving the customer experience (Tsai et al., 2021).

Despite these developments, client trust is a severe factor supporting achieving these e-marketing plans (Alkufahy et al., 2023). In competitive retail marketing in Saudi Arabia, where customers face many selections, construction and upholding trust is vital for developing product loyalty (Ghali, 2021). The trust aids as a facilitating mutable that forms customer insights and replies to a product's e-marketing exertions. Consideration of customer belief in mediating the connection between progressive e-marketing plans and product loyalty is essential for industries aiming to succeed in Riyadh's marketing scenery. This research aims to examine the effect of progressive e-marketing plans on product loyalty in the retail market of Riyadh, focusing on the facilitating role of client belief. By highlighting the distance in the present literature and giving valid understandings, the study will provide a complete insight into how industries can build more challenging client relations in the digital stage. The results will not only advantage Riyadh's retailers but also offer respected lessons to enterprises operating in other modest retail surroundings worldwide. The specific objective of the study is to investigate the effect of using advanced e marketing strategies to increase consumer brand loyalty in Riyadh competition retail market with emphasis on understanding those strategies that efficiently and effectively build consumer loyalty and trust.

1.1 Research Objective

1. To evaluate the impact of social media marketing on consumer brand loyalty in Riyadh's competitive retail market.
2. To assess how content personalization contributes to enhancing brand loyalty among retail consumers in Riyadh.

3. To investigate the effect of email marketing on strengthening brand loyalty in Riyadh's retail sector.
4. To explore the role of online customer engagement in fostering brand loyalty in Riyadh's retail market.
5. To examine the mediating effect of customer trust on the relationship between advanced e-marketing strategies and brand loyalty in Riyadh's retail market.

1.2 Research Questions

1. How does social media marketing influence consumer brand loyalty in Riyadh's competitive retail market?
2. In what ways does content personalization enhance brand loyalty among retail consumers in Riyadh?
3. What is the effect of email marketing on strengthening consumer brand loyalty in Riyadh's retail sector?
4. How does online customer engagement contribute to fostering brand loyalty in Riyadh's retail market?
5. How does customer trust mediate the relationship between advanced e-marketing strategies and consumer brand loyalty in Riyadh's retail market?

2. Literature Review

2.1 Impact of Social Media Marketing on Consumer Brand Loyalty

Social media advertising has developed as a powerful implement for industries to involve customers and promote product loyalty (Yee et al. 2021), mainly in competitive marketplaces such as Riyadh's retail area. Moreover, the fast implementation of platforms like Twitter, Facebook, Instagram, and Snapchat has transformed how they communicate with their viewers, shifting from old-style advertising approaches to a more active, modified method (Mahoney & Tang, 2024). In Riyadh, where the marketing place is exceptionally modest and customer prospects are growing, social media advertising offers industries the chance to stand out by

creating substantial impacts with their clients. Through constant, imaginative, and attractive content, products can adopt deeper expressive connections with clients, vital for long-term trust (Hollebeek & Macky, 2019).

One of the most vital features of social media advertising in Riyadh is its skill to offer active communication. By responding to customer enquiries, highlighting protests, and sharing information punctually, products create an intelligence of accessibility and transparency that creates loyalty (Busser & Shulga, 2019). Additionally, social media stages permit content customization, allowing products to adapt their messaging to exact customer sections related to partialities, performances, and demographics (Pallant et al., 2020). This aimed method improves the significance of the product's interactions and increases engagement and client satisfaction, which are critical aspects in fostering product loyalty.

In Riyadh's retail marketplace, social media advertising also empowers products to work with influencers, who play a vital part in influencing customer insights. Influencer companies can increase product visibility and reliability, setting client trust (Khan, 2023). Moreover, advertising campaigns, competitions, and loyalty agendas over social media help perform repeat consumption, an essential indicator of product loyalty (Ceyhan, 2019). Therefore, the planned practice of social media advertising in Riyadh's retail subdivision is an instrument for client gaining and a vital issue in developing long-lasting relations and improving customer product loyalty. A major part of creating brand loyalty is through social media marketing, which helps increase customer engagement and creates trust. Ebrahim (2020) holds the view that a brand's consistency, interactive, and personalized communication via social platforms improves brand equity and loyalty. In a competitive retail market such as Riyadh, social media allows customers to interact in real time and consequently treats the trust and emotional connection

as a resource (Busser & Shulga, 2019). Nevertheless, existing studies look generally at markets, and there is a lack of knowledge about its impacts on Riyadh's retail context, where cultural preferences might act as determinants for consumer behavior.

2.2 Content Personalization and Its Role in Enhancing Brand Loyalty

Content personalization has developed an essential plan for improving product loyalty in Riyadh's modest retail marketplace, where customer prospects continually expand. In a situation soaked with selections, products must distinguish themselves to capture and preserve client loyalty (Dugar & Chamola, 2021). Personalization allows retailers to adapt their advertising messages and will enable them to separate customers' unique favourites and performances (Schreiner et al. 2019). By leveraging data analytics and client understandings, industries in Riyadh can make tailored knowledge that resonates with their aim viewers, making customers feel appreciated and unstated. This sense of significance boosts client satisfaction, which is vital for developing long-term constancy.

In the background of Riyadh's retail marketplace, modified content can take numerous forms, with aimed raises, modified references, and adapted email advertising movements. For example, when customers get product submissions built on their earlier consumptions or browse history, they are more likely to be involved with the product and type repeat consumptions (Chen et al. 2019). Additionally, personalization improves the general shopping knowledge by simplifying executive and cumulative the apparent value of connections with the product (Bourg et al. 2023).

Moreover, content personalization in Riyadh often covers social media stages, where products can section their viewers and deliver personalized messages that align with exact benefits and demographics. This aimed method improves appointment charges

and raises expressive influences among customers and products, eventually leading to augmented constancy (Rane et al., 2023). As race increases in Riyadh's retail segment, products that instruct content personalization are better positioned to promote lasting customer relations. By continuously familiarizing themselves with customer favourites and delivering applicable content, sellers can improve product loyalty and confirm constant achievement in a dynamic market.

Content personalization enhances brand loyalty because it answers individual consumers' preferences as much as possible. In the work of Schreiner et al. (2019), they identified that multichannel personalization increases customer satisfaction and purchase likelihood by reducing decision-making complexity. Given the intense retail competition in Riyadh, consumers receive tailored marketing messages to build long-term loyalty (Dugar Chamola, 2021). Despite this, studies on personalization in local Saudi contexts are minimal, and understanding how personalization is integrated with Riyadh's cultural and demographic characteristics is examined.

2.3 Effectiveness of Email Marketing in Strengthening Brand Loyalty

Email marketing has been established as an actual plan for establishing product loyalty in Riyadh's modest retail marketplace, where straight and personalized interconnection is vital for developing client relations. In a landscape where customers are overcome with promotion messages over numerous channels, email advertising provides a unique chance for sellers to engage clients with personalized content that vibrates with their unique benefits and favourites (Virji, 2023). By leveraging data analytics, trades can section their email lists related to conduct, demographic data, and appointment history, permitting extremely personalized movements that capture courtesy and repeat communications.

Email marketing remains an effective tool for strengthening brand loyalty by maintaining consistent and direct communication with consumers. It has been highlighted by Virji (2023) for its ability to bring tailored promotions and loyalty programs and retain customers. Email campaigns personalized to individuals increase repeat purchases utilizing trust and satisfaction (Nastasoiu & Vandenbosch, 2019). However, in a market such as Riyadh, where consumers are used to the interactive, real-time nature of social media with a significant amount of visual content, the potential for success via email marketing may be limited. This research investigates the effectiveness of email marketing in a situation where consumer preferences may differ from global trend.

The efficiency of email advertising in improving product loyalty lies in its skill to offer reliable and expressive touchpoints with clients (Susiang et al., 2023). Complete well-manufactured email processes that contain personalized creation commendations, limited promotions, and loyalty rewards, and sellers can generate a sense of fitting and gratitude among customers (Rathore, 2019). In Riyadh, where the struggle among marketing products is fierce, these modified infrastructures distinguish brands and strengthen client trust. For instance, offering modified discounts on products a client has before shown attention to can significantly improve the probability of repeat procurements, as it proves a clear sympathetic to the client's favourites (Nastasoiu & Vandenbosch, 2019).

Furthermore, email advertising allows for continuing appointments beyond the early buying. Products can keep clients knowledgeable about new product presentations and future sales and select proceedings, developing a wisdom of communal and cheering product affinity (Roggeveen et al. 2021). Riyadh's active retail situation, where customer favourites are endlessly shifting, email advertising offers the quickness needed to familiarize messaging and provide it in the present. Moreover, real email

advertising promotes faith and energy in long-term client retention (Alharbi, 2020), making it a crucial tool for sellers to succeed in Riyadh's modest marketplace.

2.4 Online Customer Engagement as a Driver of Brand Loyalty

Online customer appointments have become a vital driver of product faith in Riyadh's modest retail marketplace, where customers are progressively looking for expressive connections with their preferred products. In a period, subject to digital interactions, sellers must influence numerous online stands to connect with customers and generate communal intelligence around their products (Gielens & Steenkamp, 2019). Engaging clients over social media, communicating with websites, and mobile submissions improves product perceptibility and raises expressive contacts vital for constructing long-term trust (Connolly, 2020). Moreover, in Riyadh, where the selling scenery is soaked with options, products that dynamically occupy their viewers can distinguish themselves by humanizing robust relations and improving the general client experience.

Active online appointment plans involve making convincing content that vibrates with customers, cheering discourse and communication (Araujo et al., 2020). For example, presenting live Q&A meetings, distributing the parts sights of the product, and promptly answering client investigations can meaningfully improve the insight of the product as friendly and client-centric. Moreover, users produce satisfied movements, where customers are heartened to portion their knowledge and response, augmenting product narratives and substituting an intelligence of belonging among clients (Lariba, 2023). This participating method allows customers and underpins their faith in the product, as they feel appreciated and documented.

Furthermore, in Riyadh's modest retail situation, modified appointments are dynamic in driving faith. By employing data

analytics to comprehend customer favourites and performances, sellers can adapt their appointment plans, bringing related gratification and providing that reverberates with separate clients (Babatunde et al. 2024). This customization stage improves the general supermarket knowledge, making customers more likely to reappearance the product. Eventually, in a market categorized by fast variations and strong race, products that rank online client appointment will support their relations with customers and confirm continued faith in Riyadh's retail segment. In highly competitive markets, online customer engagement has been identified as a critical driver for loyalty. To demonstrate how participatory such as live chats and user-generated content help strengthen the emotional bond between brands and customers (Araujo et al., 2020). In Riyadh, it is possible to use customer engagement to set brands apart through a sense of community (Lariba, 2023). Although most engagement metrics have been studied in Western markets, here we investigate how specific features of local consumer preferences in Riyadh as a different local market are reflected in and shape engagement strategies and subsequent outcomes.

2.5 Customer Trust as a mediator in E-Marketing and Loyalty

Customer trust is essential as an intermediary among e-marketing plans and product faith in Riyadh's modest retail marketplace, where customers are progressively discriminating about their buying choices. In a period where working shopping is predominant, founding trust is supreme for sellers seeking to promote lasting relations with their clients (Goutam, 2020). E-marketing plans, including modified infrastructures, social media connections, and aimed publicity, must efficiently build this faith to affect customer performance positively (Thakkar, 2024). When clients observe an invention as responsible, they are additionally likely to be involved with its advertising efforts, which is essential to improve faith.

In Riyadh's retail scenery, where numerous products vie for customer care, loyalty is a vital differentiator. For example, transparent interaction regarding the creation of customer service, pricing, and quality can suggestively improve reliability in the senses of customers (Portes et al., 2020). Furthermore, positive appraisals and recommendations shared over e-marketing stations further harden this loyalty, as customers tend to trust the skills of others when creating buying choices (Dharmasena & Jayathilaka, 2021). Products that influence client feedback to enhance their aids and actively involve their viewers establish a promise of client satisfaction, thereby strengthening trust (Ozuem et al. 2024).

Moreover, faith mediates the efficiency of numerous e-marketing strategies. Personalized advertising efforts, like aimed emails or personalized references, are more likely to reverberate with customers when they trust the product (Chandra et al., 2022). On the other hand, misleading or aggressive advertising strategies can erode belief, leading to disconnection and reduced faith (Hayran & Ceylan, 2023). In Riyadh's modest retail marketplace, where customer choices are rich, products that rank structure and preserve customer faith through principled marketing performance and transparent messages may substitute trust and increase a maintainable competitive benefit. Developing client trust is indispensable for efficiently linking e-marketing plans to improve product loyalty in this active market (Sriram et al. 2019). E-marketing strategy effectiveness in building brand loyalty is mediated by customer trust. Goutam (2020) stated that trust plays an important role in establishing consumer relationship, (very much in online context where there isn't any direct interaction). A transparent communication and ethical practices, builds the trust that in turn increases brand loyalty. Thakkar (2024) reveals that most market into personalized marketing efforts are more impactful when customer trust is established. Trust in Riyadh becomes more

critical due to the growing penetration of online platforms upon which consumers are wary of data privacy and product quality.

Strategy	Key Findings	Gaps Identified	Study Addressing Gap
Social Media Marketing	Enhances trust and loyalty through real-time engagement and transparency (Ebrahim, 2020).	Limited research on cultural influences in Riyadh's retail market.	Current study expands on this in a Saudi context.
Content Personalization	Increases satisfaction by addressing individual preferences (Schreiner et al., 2019).	Lack of focus on personalization's alignment with local demographics.	Current study explores personalization in Riyadh.
Email Marketing	Retains customers through tailored promotions and consistent communication (Virji, 2023; Nastasoiu & Vandenbosch, 2019).	Overlooked consumer preferences for real-time interactions in Riyadh.	Investigates email marketing's role locally.
Customer Engagement	Builds emotional bonds and loyalty through participatory strategies (Araujo et al., 2020; Lariba, 2023).	Minimal research on engagement's cultural dynamics in Saudi Arabia.	Explores localized engagement tactics.
Customer Trust	Mediates relationships between strategies and brand loyalty (Goutam, 2020; Thakkar, 2024).	Limited understanding of trust's role in Riyadh's evolving retail market.	Analyzes trust as a mediator in Riyadh's context.

Theoretical Explanations for Strategies
Engagement Theory

Engagement Theory emphasizes the importance of active participation in creating consumer loyalty and interactive marketing strategies, i.e., social media marketing and online customer engagement, based on this theory. Araujo et al. (2020) suggest that real-time interactions and user-generated content create emotional connections and, over time, strengthen customer loyalty. H1 and H4 are based on this theory, and this theory will support link interactive strategy with greater brand loyalty in Riyadh.

Commitment-Trust Theory

The Commitment-Trust Theory argues that trust and commitment can only sustain consumer–brand relationships. Goutam (2020) explains that customer trust moderates the success of marketing strategies that drive long-term loyalty. This theory is consistent with H5 –H8 by presenting the role of trust as a bridge between e-marketing strategies and brand loyalty in Riyadh's retail market.

Data-Driven Personalization

Data Driven Personalization shapes tailored content effectiveness, the idea that the more to your individual preferences your marketing falls, the more satisfied consumers are. H2 and H6, proposed by Schreiner et al. (2019) and Bourg et al. (2023) demonstrate that personalization offers perceived value and brand loyalty.

3. Hypothesis and Research Model

Based on the existing literature review, the hypothesis and the conceptual model are presented in Figure 1. Below are the research model and correlations between variables. The arrows indicate the direction of the effect.

H1: Social media Marketing significantly positively affects Brand Loyalty in Riyadh's competitive retail market.

H2: Content Personalization significantly positively affects Brand Loyalty in Riyadh's competitive retail market.

H3: Email Marketing has a significant positive effect on Brand Loyalty in Riyadh's competitive retail market.

H4: Online Customer Engagement significantly positively affects Brand Loyalty in Riyadh's competitive retail market.

H5: Customer Trust mediates the relationship between Social Media Marketing and Brand Loyalty in Riyadh's competitive retail market.

H6: Customer Trust mediates the relationship between Content Personalization and Brand Loyalty in Riyadh's competitive retail market.

H7: Customer Trust mediates the relationship between Email Marketing and Brand Loyalty in Riyadh's competitive retail market.

H8: Customer Trust mediates the relationship between Online Customer Engagement and Brand Loyalty in Riyadh's competitive retail market.
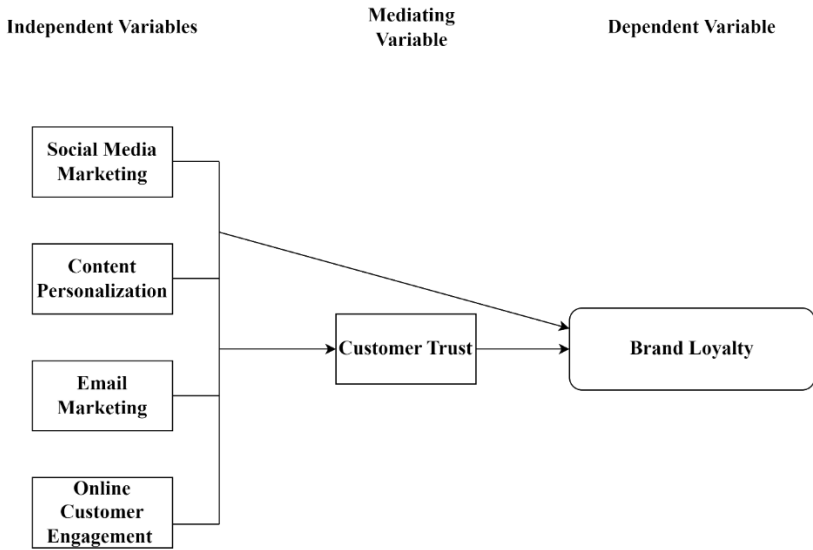
Figure 1: Conceptual Framework

4. Methodology

4.1 Research Design

This research accepts a quantitative design to investigate the connection between innovative e-marketing plans and customer brand faith, emphasizing client trust as a refereeing variable. The quantitative method is selected for its assets in quantifying marvels, allowing for the extent of variables and forming arithmetical relations (Mellinger & Hanson, 2020). This design allows investigators to use organized devices that produce arithmetical data, enabling contrasts and simplifications over more prominent people. The objective is to originate objective understandings that subsidize considering dynamic forces of customer behavior in Riyadh's competitive retail market. Findings such as Ebrahim (2020) and Schreiner et al. (2019) show the direct positive effects of social media marketing, content personalization, email marketing, and customer engagement on brand loyalty, resulting in hypotheses H1–H4. Goutam (2020), and Thakkar (2024) believe

(1492)

they have supported hypotheses H5 – H8 concerning the importance of customer trust as a mediator of these strategies to the loyalty outcomes.

4.2 Data Collection

Data for this research will be gathered through an organized online survey targeting customers in Riyadh who are involved with marketing brands via numerical platforms. The populace includes persons aged 18 and above who often interrelate with marketing products through networks like email, online promotions, and social media. Moreover, a sample size of 200 participants will be resolute using stratified random sampling to confirm symbols over numerous demographic sections, like age, income levels, and gender. Similarly, stratified random sampling (SRS) is an extensively used sampling method for approximate query dealing (Nguyen et al. 2021). The online review will contain closed-ended queries retaining a Likert scale to measure the efficiency of progressive e-marketing plans, client belief, and product loyalty. This technique permits gathering quantitative data, allowing statistical analysis to recognize relations and trends between the variables (South et al., 2022). Data collection is prearranged for four weeks, enabling a sample period for participant replies while ensuring an adequate sample size for a solid analysis.

4.3 Data Analysis

Data analysis for this research has been conducted using SPSS (Statistical Package for the Social Sciences), a prevailing software tool for statistical analysis (Abu-Bader, 2021). The collected data from the online survey will be prepared and planned to confirm accuracy. Descriptive statistics will be implemented to review the demographic characteristics of the sample data and the replies to essential variables. Moreover, inferential statistics, with regression and correlation analyses, will be achieved to observe the relations between innovative e-marketing strategies, client trust, and product loyalty. Moreover, mediation analysis will also be directed to evaluate the mediating effect of client belief on product loyalty.

5. Findings

The demographic profile of 200 participants in this study presents a helpful picture of the consumer base within Riyadh's retail market. The sample is a balanced representation of critical demographic segments, so behaviour patterns can be well understood. There were wide differences in the age groups of the participants; most of them were within the 25 to 40 age range, indicating that a young adult populace is very digitally engaged. Also, it was fairly gender representation, which is essential to assess potential differences in digital marketing preferences and brand loyalty of male and female consumers. Regarding participants' educational background, a large fraction of participants had at least a bachelor's degree and the sample was characterized as educated, who could have been exposed to various digital marketing tactics. Variation in income is apparent; however, a clear base of middle to upper-middle income level income ranges indicates purchasing power consistent with brand loyalty behavior in the competitive retail sector. These demographic insights provide useful background for making sense of the effects of such advanced e-marketing strategies: consumers with likely digital platform savvy and responsive to personalized and engagement-focused marketing strategies.
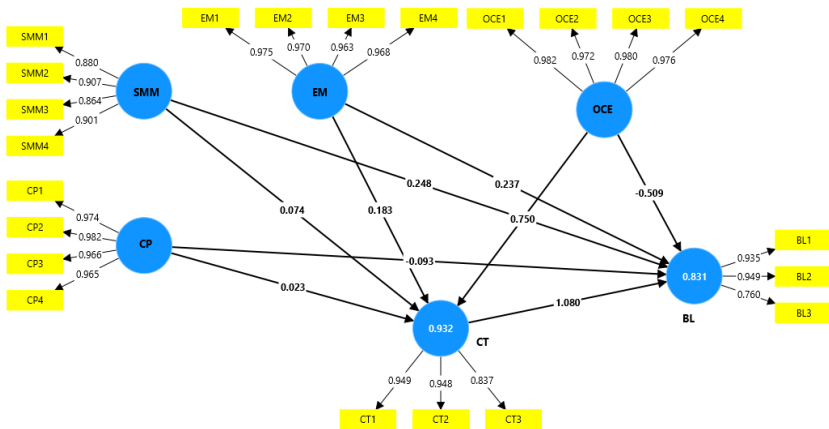
Outer Measurement Model:

Figure 2: Outer Measurement Model

Table 1: Outer Loadings

	Brand Loyalty (BL)	Content Personalization (CP)	Customer Trust (CT)	Email Marketing (EM)	Online Customer Engagement (OCE)	Social Media Marketing (SMM)
BL1	0.935					
BL2	0.949					
BL3	0.760					
CP1		0.974				
CP2		0.982				
CP3		0.966				
CP4		0.965				
CT1			0.949			
CT2			0.948			
CT3			0.837			
EM1				0.975		
EM2				0.970		
EM3				0.963		
EM4				0.968		
OCE1					0.982	
OCE2					0.972	
OCE3					0.980	
OCE4					0.976	
SMM1						0.880
SMM2						0.907
SMM3						0.864
SMM4						0.901

According to Table 1, outer loadings show strong indicator reliability in all of the study constructs, with the majority of loadings greater than 0.7, which means that each of the observed variables actually measures its respective latent construct. Items BL1 and BL2 have very high loadings (0.935 and 0.949, respectively), while BL3 shows a loading of 0.760, which is still acceptable for brand loyalty (BL). Content Personalization (CP) is very loaded, with all items (CP1 to CP4) loaded between 0.965 and 0.982 and showing a strong representation of the construct. The

outer loadings for Customer Trust CT are also strong, especially
CT1 and CT2 0.948 and CT3 0.837. Correspondingly, email
marketing (EM) has high reliability, and all loadings above 0.96
suggest constructing a robust representation. Online Customer
Engagement (OCE) items consistently show moderate loadings
(OCE1-OCE4; Loadings 0.972 - 0.982). The reliability of SMM1-
SMM4, which has high outer loadings for SMM 1 with coefficients
of 0.880 1, SMM 2 with coefficients 0.907, SMM 3 with
coefficients 0.864, and SMM4 with coefficients 0.901 finally is
adequate. Together, these results indicate that the measurement
model fits well and that each construct is reliably represented by its
indicators.

**Table 2: Construct Reliability and Average Variance Extracted
(AVE)**

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Brand Loyalty (BL)	0.858	0.915	0.784
Content Personalization (CP)	0.980	0.986	0.944
Customer Trust (CT)	0.898	0.937	0.833
Email Marketing (EM)	0.978	0.984	0.939
Online Customer Engagement (OCE)	0.984	0.988	0.955
Social Media Marketing (SMM)	0.911	0.937	0.789

All constructs in the model show strong reliability and
convergent validity in the results presented in Table 2. All
constructs have Cronbach's alpha values above the recommended
threshold of 0.7, which means internal consistency. For example,
the reliability of Cronbach's alpha values of Content
Personalization (CP) and Online Customer Engagement (OCE) are
incredibly high, 0.980 and 0.984, respectively. All indicators of

constructs were found to expect the intended constructs to have high composite reliability values (above 0.7) and, above all, OCE values of 0.988. Furthermore, the Average Variance Extracted values are higher than 0.5 for all constructs, which indicates adequate convergent validity as each of the constructs explained more than half of the variance in its indicator. OCE has an AVE of 0.955, and it is marked with an extreme level of shared variance between its indicators. These findings nonetheless suggest that the constructs in this model are both reliable and valid, leaving the measurement model robust.

Table 3: Discriminant Validity

	BL	CP	CT	EM	OCE	SMM
BL						
CP	0.758					
CT	0.843	0.832				
EM	0.732	0.821	0.832			
OCE	0.833	0.824	0.651	0.826		
SMM	0.772	0.528	0.613	0.562	0.521	

Results are presented in Table 3, which tests discriminant validity by assessing whether each construct is unique and separate from the other. By the Fornell-Larcker criterion, if the square root of each construct's Average Variance Extracted (AVE) is higher than its correlation with other constructs, then discriminant validity will be realized. Similarly, here, except in BL, it shows a medium to high correlation with other constructs, namely Customer Trust (0.843) and Online Customer Engagement (0.833). However, the values that are less than the respective AVE square roots are still acceptable with respect to discriminant validity. It is strongly correlated with Content Personalization (CP) (0.832), Customer Trust (0.832), and Email Marketing (EM) (0.821) but still maintains a threshold level of distinctiveness. Social Media Marketing shows very low correlations with other constructs (e.g., 0.521 with OCE), which suggests that it is unique to the model. Confirming the reliability of the model, these results show that each construct in the

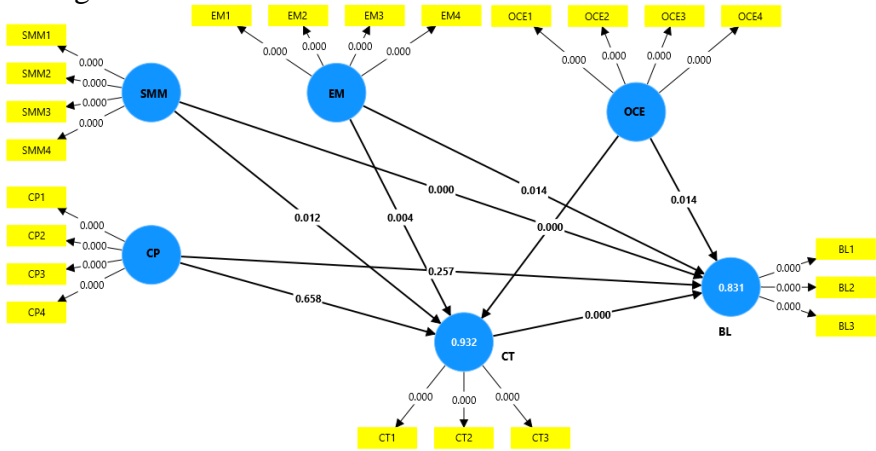study actually measures a different aspect of advanced e-marketing
strategies.

Figure 3: Inner Structural Model

Table 4: Hypotheses Testing

Hypotheses	Std. Beta	Std. Error	t-value	P values	95% CI LL	95% CI UL	Inference
CP -> BL	-0.071	0.110	0.626	0.532	-0.285	0.149	Not supported
CP -> CT	0.021	0.051	0.443	0.658	-0.083	0.116	Not supported
CT -> BL	1.073	0.223	4.842	0.000	0.629	1.510	Supported
EM -> BL	0.439	0.115	3.793	0.000	0.218	0.671	Supported
EM -> CT	0.185	0.064	2.853	0.004	0.060	0.313	Supported
OCE -> BL	0.301	0.105	2.861	0.004	0.109	0.522	Supported
OCE -> CT	0.752	0.050	15.137	0.000	0.662	0.860	Supported
SMM -> BL	0.324	0.066	4.948	0.000	0.199	0.455	Supported
SMM -> CT	0.073	0.029	2.527	0.012	0.017	0.132	Supported
EM -> CT -> BL	0.198	0.080	2.481	0.013	**0.056**	**0.376**	Supported
OCE -> CT -> BL	0.808	0.179	4.537	0.000	**0.459**	**1.151**	Supported
SMM -> CT -> BL	0.081	0.040	2.008	0.045	**0.013**	**0.167**	Supported
CP -> CT -> BL	0.021	0.055	0.443	0.658	**-0.095**	**0.124**	Not supported

*Significant at 0.05 level

Table 4 shows that the hypothesis testing results in terms of Brand Loyalty (BL) and Customer Trust (CT) that Content Personalization (CP) has not demonstrated a significant impact on BL and CT, respectively, with low t values (0.626 & 0.443) and high p-value (0.532 & 0.658). The fact that content personalization doesn't directly impact brand loyalty or trust in this context may be because consumers have different preferences in Riyadh's competitive retail market. Additionally, the confidence intervals for both paths (CP $\rightarrow$ BL and CP $\rightarrow$ CT) lie 'outside' zero, which confirms the non-significant relationship. Hence, hypotheses regarding CP's direct and mediated effects on brand loyalty are not corroborated; mainly, there is a requirement for more investigation into whether other personalization strategies might result in a more substantial impact. However, contrastingly, the Brand Loyalty variable is positively affected by Customer Trust (CT), with a nonstandardized beta of 1.073 and p (0.000), indicating that trust is a significant driver of loyalty. As is the case with Email Marketing (EM), Online Customer Engagement (OCE), and Social Media Marketing (SMM), all impact both Brand Loyalty and Customer Trust t-values for significance and confidence intervals > zero. Moreover, the mediating role of customer trust is essential for paths between EM -> CT -> BL, OCE -> CT -> BL, and SMM -> CT -> BL, meaning that trust effectively mediates the relationship between these strategies and brand loyalty. Thus, in Riyadh's retail market, engagement relationship building via trust mechanisms has a noble, measurable impact on consumer loyalty.

6. Discussion

This study offers new insights into the role of e-marketing in boosting brand loyalty (BL) in Riyadh's competitive retail market. Findings consistencies and deviations from existing analyses,

highlighting the role of cultural and market dynamics on e marketing strategies used in the specific local market.

6.1 Content Personalization and its Impact

One of the most notable findings is that Content Personalization (CP) has very little influence over BL and CT, contrary to what other studies like Li et al. (2020) found: the influence of CP on consumer engagement and loyalty. This unexpected result in Riyadh may result from consumers' unique preferences in that they care more about product quality or overall brand reputation than personalized marketing messages. However, Alharthey (2023) considers that cultural norms and local consumer behavior in Riyadh would mitigate the perceived value of CP. For example, Riyadh consumers may not find excessively personalized content credible or non-intrusive, so localization in the marketing approach may need to be considered. However, CP should be integrated with broader trust-building initiatives for retailers.

6.2 Customer Trust as a Central Mediator

According to Haudi et al. (2022) and Goutam (2020), Customer Trust (CT) generated as a critical factor affecting BL. The study also reaffirms the commitment-trust theory, stating that trust is crucial in building long-term customer relationships. BL is trusted, and Trust mediates EM, OCE, and SMM to affect BL. For instance, EM influences of trust magnify the influence of EM by making the message a little bit more reliable, perceived as something a consumer would think that is supposed to be to say. Trust also builds in OCE and SMM by increasing authenticity and transparency in brand-consumer interactions. This mediating role is verified by Wibowo et al. (2020), who building on the synergy of trust and digital engagement strategies, speaks.

6.3 Social Media Marketing and Online Customer Engagement

The study further confirms the strong positive impact of Social Media Marketing (SMM) and Online Customer Engagement (OCE) on BL following Ting et al. (2021). Retailers in Riyadh accept social networks as a tool for creating an interactive environment based on community, which will have significance for Riyadh's cultural values and preferences. SMM and OCE reinforce loyalty by helping to forge emotional connections and engaging consumers in activities. Whether it is Instagram or Twitter, brands can learn to share culturally relevant content, interact with consumer feedback, and create a sense of belonging amongst the audience. These tools can help Riyadh retailers produce engaging interactions to generate long-term loyalty.

6.4 Moderate Impact of Email Marketing

Additionally, the study shows that EM has a moderate effect on BL, far from the apparent increases noted in other markets. It could be that Riyadh consumers like the more dynamic, interactive digital experience provided by social media more than they like email. Although EM is undoubtedly a powerful channel for delivering uniform and personalized communications, it still needs to be integrated with other tactics, including SMM and interactive content, to succeed with the new expectations of consumers towards content in Riyadh. So, as Virji (2023) asserts, what EM can achieve is enhanced through visual storytelling and cultural relevance synergies.

6.5 Practical Implications

The results highlight the need for Riyadh retailers to implement trust-driven and culturally adapted e-marketing strategies. Instead, we should prioritize building trust based on transparency, reliability, and authentic engagement. Using the integration of strategy, retailers could also hit the mark by combining CP with

SMM when used alone or OCE when used alone to utilize the strengths and mitigate the weaknesses of the standalone strategies. Actionable guidance is given from these insights to shape e-marketing strategies to the specific realities of Riyadh's retail market.

Table 5 Variable Summary and Measurement Tools

Variable	Definition	Measurement Tool	Scale	Source
Social Media Marketing	Use of platforms to engage consumers	Frequency of interactions	5-point Likert	Ebrahim (2020)
Content Personalization	Tailoring marketing content to preferences	Personalized questions	5-point Likert	Schreiner et al. (2019)
Email Marketing	Consistent and targeted email communication	Email Frequency	5-point Likert	Virji (2023)
Online Customer Engagement	Consumer interaction with digital platforms	Engagement metrics	5-point Likert	Araujo et al. (2020)
Brand Loyalty	Repeat purchases and brand recommendations	Loyalty intent questions	5-point Likert	Nastasoiu & Vandenbosch (2019)
Customer Trust	Consumer perception of brand reliability	Trust scale	5-point Likert	Goutam (2020)

7. Conclusion

The study findings show the complexity of the interplay of mature e-marketing strategies concerning brand loyalty in Riyadh's competitive retail. The findings further demonstrate that while some strategies (Content Personalization, CP) do not directly impact brand loyalty or customer trust (Customer Trust, CT) in this market, others (such as Customer Trust, CT) are crucial for driving brand loyalty and for enhancing customer trust in this market. Trust is a key direct driver of brand loyalty and influences the effect of more sophisticated digital marketing strategies, like EM, OCE and SMM,

on consumer loyalty, confirming that trust building is a critical concern in digital marketing. In addition, the strong positive influence of online engagement and social media marketing on brand loyalty implies that Riyadh's retail sector should consider undertaking interactive, trust-based e-marketing efforts consistent with consumers' expectations and cultural values. These findings suggest to Riyadh's retailers that engagement and trust should be central to their digital marketing strategies. Future research can also explore the varying importance of personalization across different consumer segments and markets, whereby personalization makes more or less of a difference between loyal and non-loyal consumers. This research demonstrates that culturally agreed, trust-based e-marketing is essential in building consumer loyalty in a competitive retail industry.

7.1 Limitations

This study is also subject to limitations. In the first place, the study's geographic scope was only to Riyadh, which constrains the external availability of its results to other cities or regions in Saudi Arabia. Because of cultural or economic differences, consumer behavior and the success of e-marketing strategies may differ in different areas. Second, the research primarily focuses on four advanced e-marketing strategies: Providing the facilities of social media marketing, content personalization, email marketing, and online customer engagement. However, other impactful strategies like influencer and mobile marketing were not explored. Possibly, this domain has disclosed critical variables to create brand loyalty. These biases can be artifacts in the accuracy of the results, especially in terms of trust and loyalty, which are inherently subjective. Investigating these factors could shed further light on what drives loyalty and how e-marketing strategies do so. Lastly, the study uses a cross-sectional research design, collecting data at one point. An issue with this approach is that it prevents observing

the long-run impacts of e-marketing strategy on brand loyalty and how customer trust evolves. Future research could address this limitation using longitudinal designs that can provide a more dynamic picture.

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